



# 2024 Annual Conference Prospectus

**FULFILLING HR'S PURPOSE:  
MAKING THE IMPOSSIBLE, POSSIBLE.**



# ABOUT THE CONFERENCE



Austin SHRM, the affiliate chapter of SHRM, invites you to partner with us for the premier educational and networking event for HR professionals in the Austin and Central Texas area. The conference is a dynamic event dedicated to showcasing the newest innovations in people practices, solutions, and services while providing delicious food, valuable prizes, and fun activities!

Austin SHRM represents businesses throughout the Austin area. Austin SHRM'S mission is to promote professionals, effectiveness, and understanding within the HR community by offering members a variety of professional development opportunities and a common forum for sharing and exchanging ideas, experiences and information on current HR issues, causes, and concerns.

## Become a Sponsor

Austin SHRM invites you to increase your company's visibility and participate as an official sponsor of the Austin SHRM Annual Conference! With packages available to fit most budgets, you can build brand awareness and reach HR professionals who influence and make critical decisions to benefit their organizations.

## Conference Location & Hotel Recommendations

The 2024 Austin SHRM Conference and Hotel accommodations will be held at the AT&T Hotel and Conference Center.



**AT&T HOTEL AND  
CONFERENCE CENTER**  
THE UNIVERSITY OF TEXAS AT AUSTIN

# 2024 CONFERENCE SCHEDULE



## THURSDAY, AUGUST 1, 2024

- 3:00 PM  
Exhibit Booth Setup (*must be set up by 6:00 PM*)
- 6:30 PM  
Cocktail Party, Awards Ceremony, & Expo Center Sneak Peak

## FRIDAY, AUGUST 2, 2024

### **EXPO CENTER OPEN 7:00 AM – 5:30 PM**

- 7:00 AM – Attendee Registration, Breakfast, and Networking
- 8:00 AM – Welcome, Opening Remarks, and Raffle Prize(s)
- 8:30 AM – Keynote
- 9:30 AM – Refreshments in Expo Center /  
Exhibitor Tour and Raffle Prize(s)
- 10:15 AM – Breakout Sessions (3)
- 11:15 AM – Break and Raffle Prize(s)
- 11:30 AM – Breakout Sessions (3)
- 12:30 PM – Lunch and Raffle Prize(s)
- 1:00 PM – Brainstorm Series – **REIMAGINED**
- 2:00 PM – Break and Raffle Prize(s)
- 2:15 PM – Breakout Sessions (3)
- 3:15 PM – Refreshments in Expo Center /  
Exhibitor Tour and Raffle Prize(s)
- 3:45 PM – Flash Talks – **NEW SERIES**
- 4:45 PM – Closing Remarks & Final Raffle Prizes

*\*schedule is subject to change*

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## SPONSOR & EXHIBITOR PACKAGES

### Select from one of our three (3) Platinum opportunities:

- Conference Bag
- General Session Host
- Award Night Host

**Platinum Pricing:** \$6,500.00 (Early Bird through April 1, 2024) / \$7,000.00 (starting April 2, 2024)

### Platinum opportunities include the following:

- Two-minute scripted presentation on stage (approved by Conference committee in advance)
- Recognition on Conference marketing materials (including social media platforms)
- Recognition on branded event signage
- Pre & post Conference registration/attendee email list\*
- Six full Conference attendee registrations\*\*
- Opportunity to include one promotional or informational item in conference attendee bags\*\*\*

### Select from one of our three (3) Diamond opportunities:

- Name Badges
- Lanyards
- Parking Passes

**Diamond Pricing:** \$5,000 (Early Bird through April 1, 2024) / \$5,500.00 (starting April 2, 2024)

### Diamond opportunities include the following:

- Recognition by Conference team from main stage
- Recognition on Conference marketing materials (including social media platforms)
- Recognition on branded event signage
- Post Conference attendee email list\*
- Five full Conference attendee registrations\*\*
- Opportunity to include one promotional or informational item in conference attendee bags\*\*\*

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## SPONSOR & EXHIBITOR PACKAGES

### Select from one of our two (2) Gold opportunities:

- Breakout Room Host (limited to 3)
- Dining Area Host (limited to 7)

**Gold Pricing:** \$3,500.00 (Early Bird through April 1, 2024) / \$4,000.00 (starting April 2, 2024)

### Breakout Room Host opportunities include the following:

- Company representative makes remarks from the podium prior to the speaker
- Introduces speaker(s) in breakout room throughout the day
- Post Conference attendee email list\*
- Opportunity to provide branded swag in breakout room throughout the day

### Dining Area Host opportunities include the following

- Company is assigned an exclusive table for both breakfast and lunch with company logo recognition on table
- Opportunity to provide branded swag to attendees at your designated table
- Post Conference attendee email list\*

### Select from our Silver opportunity - Expo Center Passport Prize (10 available):

**Silver Pricing:** \$2,750.00 (Early Bird through April 1, 2024) / \$3,250.00 (starting April 2, 2024)

### Silver opportunity include the following:

- The total value of your sponsorship is reflected above with the actual payment owed being \$250.00 less.
- Organization supplies the prize item valued at \$250.00.
  - Winner of this item will be determined by the conference organizers
  - Examples include gift card(s), basket, event tickets, electronic(s)
- Organization will be acknowledged from the podium for the awarded prize

### Exhibitor Only (10 available):

**Exhibitor Pricing:** \$2,000.00 (Early Bird through April 1, 2024) /  
\$2,500.00 (starting April 2, 2024)

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## ADDITIONAL INFORMATION

### What else is included for ALL Sponsors & Exhibitors?

- One 8x8 ft skirted table, two chairs, one company sign and one wastebasket.
- Draped back wall & draped side walls.
- Whova app access and listing in exhibitor directory, inclusive of QR code badge scanning for lead generation.
- Expo Center game participation organized by Austin SHRM to increase foot traffic and enhance attendee participation
- Two Exhibit Hall representatives (booth staff) which includes access to Cocktail Party and meals.
- Special discounted hotel room rates are available for August 1st only. To secure this offer, please contact the Austin SHRM office for more information on the booking process.

### Addendums:

- \* Pre-conference registration list will be shared 10 business days prior to event; Post conference attendee list will be shared 10 business days after date of event.
- \*\* Additional Conference registrations may be purchased at the early bird rate.
- \*\*\* Promotional or information item for attendee bags must be on site by Thursday, August 2nd by 1:00 p.m.
- \*\*\*\* Additional exhibit hall registrations will be offered at \$150.00 each. Exhibit hall representatives are separate from Conference registrations.



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## SPONSOR & EXHIBITOR AGREEMENT

Early bird pricing deadline is Monday, April 1, 2024.

The Austin SHRM Sponsor / Exhibitor Agreement becomes valid only when the 2024 Annual Conference submission form is digitally signed and accompanied by a 50% deposit of the total balance due.

The remaining balance is due no later than Friday, June 28, 2024.

Submission forms completed after Friday, June 28, 2024 must be accompanied by the total balance due and paid by credit card or ACH.

### READY TO MOVE FORWARD? FOLLOW THESE STEPS:

1. Complete the online [Sponsorship Submission Form](#) by authorized company representative acknowledging agreement with Rules and Regulations.
2. Remit payment of 50% deposit / full payment via online submission agreement, digital invoice, ACH, or by check.
3. Payment by check should be mailed to 1401 Lavaca St PMB 40893, Austin, TX 78701. We would appreciate you making the Austin SHRM office know in advance to expect payment by mail.

**NOTE:** An informational reference sheet will be shared via email to the individual who completed the submission form two weeks before the Annual Conference.

Access our [W-9 here](#).

# 2024 INQUIRIES



## Conference Team:

Leah Jaramillo and Sam Moore  
Co-VP's of Conference 2024  
[conference@austinshrm.org](mailto:conference@austinshrm.org)

## Austin SHRM Office:

Dena Culpepper  
Austin SHRM Business Manager  
[support@austinshrm.org](mailto:support@austinshrm.org)

[AustinSHRM.org](http://AustinSHRM.org)



# THANK YOU



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## RULES & REGULATIONS



### Carefully read the 2024 Austin SHRM Annual Conference Rules and Regulations:

A minimum of fifty percent (50%) of total amount due must accompany the application. Full payment is due by Friday, June 28, 2024. Applications will not be processed, booths will not be assigned, information will not be placed on the Conference app, etc. without required payment. Submission forms completed after Friday, June 28, 2024 must be accompanied by the total balance due.

- All exhibit booth space cancellations must be submitted in writing and received by Austin SHRM on or before June 28, 2024 for a full refund less a \$600 administration fee. Additional Sponsor/Exhibitor attendee registrations will be refunded less a 50% administration fee. Any cancellations received after June 28, 2024 will not be refunded. Please note that all cancellations must be submitted in writing separately from the exhibit booth space cancellation. Cancellations may be submitted in writing to Austin SHRM by any of the following means: Austin SHRM Email: [support@austinshrm.org](mailto:support@austinshrm.org) / Austin SHRM Mail: 1401 Lavaca St PMB 40893, Austin, TX 78701
- Termination of Meeting at Exposition. Should the premises in which Austin SHRM's Annual Conference is to be held become, in the sole judgment of the Association, unfit for occupancy, or should the meeting and trade exposition be materially interfered with by reason of action of the elements, strike picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency, or any other act beyond the control of Austin SHRM, the contract for exhibit space may be terminated. Austin SHRM will not incur liability for damages sustained by exhibitor as a result of such termination. In the event of such termination, the exhibitors expressly waive such liability and release the Association of and from all claims for damages and agrees that the Association shall have no obligation except to refund to exhibitors pro-rated shares of the aggregate amounts received by the Association as rental for exhibit spaces for said exhibits after deduction being hereby specially agreed to by the exhibitor.
- If an exhibitor does not follow the rules and regulations set by Austin SHRM, then this contract may be terminated. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid by the exhibitor for exhibit space, rental, regardless of whether Austin SHRM enters into a further lease of the space involved.
- Space assignments will be made by Austin SHRM. Premium Sponsors will be allocated first choice by both level of sponsorship and date of payment. Exhibitors will be assigned to ensure variation within the Exhibit Hall. Austin SHRM reserves the right to make the final determination of all space assignments in the best interests of the exposition.
- Exhibitors are prohibited from subletting any part of their assigned exhibit space. No exhibitor shall assign, sublet, or share the space allotted with another business or firm.

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## RULES & REGULATIONS CONT.

- The General Rule of the Exhibit Hall is: Be a good neighbor. No exhibit will be permitted that interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisle. Booth personnel, including demonstrators, receptionists, and models are required to confine their activities within the exhibitor's booth space. Apart from the specific display space for which an exhibiting company has under contract with Austin SHRM, no part of the exhibit hall and its grounds may be used by any organization other than Austin SHRM for display purposes of any kind or nature. Representatives should be attired to maintain the professional and businesslike climate of the convention.
- Exhibitors must remain fair to exhibitors around them. The front half of the sidewall must contain at least 50% open area to permit side viewing through the booth. If motion pictures, other than A/V or loudspeakers are used, the exhibitor agrees to comply with the union requirements of the operation of the equipment. Sound presentation, slides, or movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. Austin SHRM reserves the right to restrict the use of glaring lights or objectionable light effects. The exterior of any display cabinet or structure visible from an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display.
- To ensure the safety of all participants, fire regulations must be observed. Fire regulations require that all display materials be flameproof. Electrical signs and equipment must be wired to meet the specification of the local Fire Underwriters Inspection Bureau. Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.
- Cost of repairing any damages to the exhibit hall will be billed to the responsible exhibitor. Nothing can be posted or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of the Exhibit Hall, Break Out rooms, or venue.
- Exhibitor set up will be on Thursday, August 4th from 3:00 PM – 6:00 PM.
- Exhibitors are advised to provide locked storage facilities within their own display area for excess merchandise and personal items.
- Exhibitors are advised to carry insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the personal property of others.
- Austin SHRM will have no liability for any loss or damage sustained by an exhibitor during exhibit hours or at any time, whatever the cause. Exhibitors are solely responsible for securing items in their booth. All property of the exhibitor is understood to remain under his/her custody and control, in transit to and from the confines of the hall, subject to the Rules and Regulations of the Exposition.

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## RULES & REGULATIONS CONT.

- Individual booths and materials contained within exhibit booths are the responsibility of the exhibitor.
- Hold Harmless Clause. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the hotel center and shall indemnify and hold harmless the venue, agents, and employees from all such losses, damages, and claims.
- Exhibitor agrees to pay when all royalties, license fees, or other charges accruing or becoming due to any firm, persons, or corporation by reasons of any music – either live or recorded or other entertainment of any kind or nature, played, staged, or produced by the Exhibitor.
- Electricity will be provided though you must bring your own extension cord.
- AUSTIN SHRM reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by AUSTIN SHRM. AUSTIN SHRM reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit with the provision that all exhibitors will be advised of such changes.
- Austin SHRM qualifies as a tax-exempt organization under Section 501 (c) 6 of the Internal Revenue Code. As such, your sponsorship is not deductible as a charitable contribution, but may be deductible as an ordinary and necessary business expense depending upon your individual tax circumstances — please consult your tax advisor.

### AT&T Hotel and Conference Center

